



The Americas Update

August 2003

Export News

Brazil- Prison administration in Brazil has always been the responsibility of state governments, but the federal government is currently building its first federal prison in Campo Grande, State of Mato Grosso do Sul. According to Mr. Angelo Roncalli de Ramos Barros, Director of the National Prison Department at the Ministry of Justice, the federal government plans to build four more prisons in the next few years. Each prison will have a capacity for 200 prisoners.

Although Brazilian construction companies are more than qualified to do the construction work, there will be opportunities for U.S. suppliers of CCTVs, metal and narcotic detectors, and cellular phone blockers. Civil work for each prison is estimated at approximately US\$ 4.7 million and security equipment in each unit is estimated at approximately US\$ 500,000.
(IMI 8/03)

Canada- Canada imports three times more spa and salon products from the United States than it imports from France, the United Kingdom, China and Germany combined. Between 1997 and 2002, U.S. spa products achieved a 74 percent average market share in Canada.

The Canadian spa industry is growing at an average rate of 16% annually, ahead of other recreational attractions. Ontario, which leads spa market growth in Canada, is the leading market for spa products and services. Spa industry growth is attributed to an increasing number of Canadians seeking stress relief and a healthier lifestyle. U.S. exporters of spa products and services should build upon their existing stronghold in the Canadian market to take advantage of this glowing market opportunity.
(IMI 8/03)

Colombia- In 1995, the Colombian National Railroad Company (Ferrocarriles Nacionales) was liquidated and a new government agency - Ferrovias -- was established. In 1997, Ferrovias tendered for the privatization, rehabilitation and maintenance of 1,484 kilometers of the Atlantic track

line (Bogota-Santa Marta) that provides freight transportation to Colombia's northern region. The project is valued at approximately \$300 million, of which the Central government provided \$140 million during the first five years of the concession program.

Opportunities for U.S. suppliers of railroad equipment may develop from this project. Interested U.S. companies should contact Fenoco responsible for the purchase of equipment and parts.
(IMI 8/03)

Ecuador- The demand for automobiles has increased in Ecuador, especially within the provinces of Pichincha and Guayas, who combined had 63% of all the automotive sales in Ecuador. The demand increase has been caused by several factors, including the rising confidence behind the new currency of Ecuador, the United States dollar, as well as credit lines and payment facilities reestablished after the 1999 financial crisis.
(IMI 8/03)

Ecuador- For the past three years, sales of computers and computer related equipment has increased. Computers hold 37% of the market, followed by televisions with 22%, refrigeration equipment with 13%, washing machines with 8%, computer components with 8%, video and sound equipment with 7%, and microwaves with 5%.

Along with computers, the sales of other equipment has been increasing as well. In particular, there has been a higher demand for televisions, VCR-players, and DVD-players, all of which are now considered household items, use some of the same advanced computerized materials, and are becoming more and more affordable every day for consumers. Another reason for a higher demand for DVD-players is the very lucrative market on the streets of Ecuador, selling pirated movies.
(IMI 8/03)

Uruguay- As a result of an increase in the production and sale of honey, the Uruguayan market for apicultural-related equipment and supplies is rapidly growing.

Uruguay's annual production of honey has steadily increased in recent years, reaching 9,000 tons in 2002. Thanks to the presence of almost 2,000 producers and 400,000 beehives, Uruguay has become one of the world's top ten honey exporters. Almost 90% of all Uruguayan honey is exported. As of July, Uruguay's 2003 honey export sales have already surpassed \$20 million and are nearly double the \$12 million recorded for all of 2002. To maintain their competitiveness, Uruguayan producers are investing in new bee-breeding technologies and other production-related equipment. U.S. apicultural firms may wish to consider the market opportunities available in Uruguay.
(IMI 8/03)

Venezuela- Venezuela's foreign exchange control put in place February 2003, originally designed as a temporary measure, is still in effect. On July 14, 2003 the Ministry of Energy and Mines issued a list of inputs commonly used in the energy sector, which will be given priority by the exchange commission (CADIVI). U.S. companies exporting these goods to Venezuela may benefit from this measure once the importer files the foreign currency authorization from CADIVI.
(IMI 8/03)

International Marketing Insights (IMI) are short profiles of specific market conditions or opportunities prepared in overseas markets and multi-development banks. For complete reports, contact the nearest Commercial Service office.

Trade Events

Pacific International Trade Fair

The 25th biennial Pacific International Trade Fair is November 17-22, 2003 in **Lima, Peru**. The organizers are experienced, they own their own fair grounds, and they have a professional staff. This fair is well known in the region, and is well attended by visitors from all parts of Latin America, and beyond. In Peru, this fair is viewed as a dynamic engine for economic development, promoting industry, commerce, trade, tourism, new technology, and encounters between international buyers and sellers. This is a good fair for everyone, especially for small and medium sized businesses. The recently reduced import duties for machinery, equipment, and supplies will help U.S. exports to Peru. If you would like to buy space in this fair, please contact: Guido Tassini President ConFex International Corporation 1820 North Corporate lakes Suite 305 Weston, Florida 33326 Tel: 954 - 888 - 9454 Fax: 954 - 888 - 9459 info@confex-us.com www.confex-us.com www.feria.com.pe Please contact Mr. Tassini for price quotations.

There is no cost to attend this trade fair. It is scheduled for **November 17-22, 2003** at the Lima Exhibition Center.

For more information, please contact:

Cesar Jochamowitz, Senior Commercial Specialist, Lima
Phone: (51-1) 434-3040 / 434-3000, ext. 2094
cesar.jochamowitz@mail.doc.gov
Flora Muroi, Commercial Specialist, Lima
Phone: (51-1) 434-3000 ext. 2091, (51-1) 434-3040
Flora.Muroi@mail.doc.gov
Rosario Llontop, Administrative Assistant, Lima
Phone: (51-1) 618-2645, 434-3040
Rosario.Llontop@mail.doc.gov
William Corfitzen, International Trade Specialist, EPS/OTEP
Phone: 202-482-0584
William.Corfitzen@mail.doc.gov
Guido Tassini, , ConFex International Corporation
Phone: 954 - 888 9454
info@confex-us.com

TechTextil South America

TechTextil South America is the first and only trade fair specialized in technical textiles and non-wovens in **Brazil** and in the South American Continent. The show highlights all the types of textile techniques, including preparation technologies and treatment. We are pleased to announce an opportunity for U.S. firms to display their brochures/catalogs at a special exhibition at this important trade fair.

This is a catalog event that will take place on **November 3, 2003** in Sao Paulo. The cost is \$250.

For more information, please contact:

Denise Barbosa, Commercial Assistant, Sao Paulo
Phone: 55/11/3897-4053
Denise.Barbosa@mail.doc.gov

Softel

Chile's largest international Trade Fair for the information technology, telecommunications and internet, GPS and CAD. SOFTEL 2003 is organized by FISA and ACTI (Asociación Chilena de Empresas de Tecnologías de la Información).

Softel will be **12/5/2003 - 12/8/2003** at Estación Mapocho. Due to the private nature of this event, it is free.

For more information, please contact:

Patricia Jaramillo, Commercial Specialist, Santiago
Phone: 56/2/330-3402
Patricia.Jaramillo@mail.doc.gov
Guillermo Guzman, , Fisa
Phone: 56-2 470 4400

Useful Websites